



SHEAFFER'S

David M. Salter
Review

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EDITOR - - - DICK PRIEBE

On The Cover

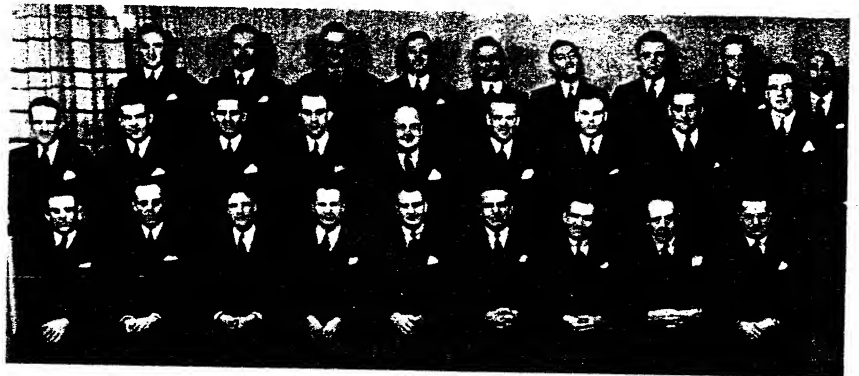
The nib, or point, is perhaps the most glamorous part of the modern, precision pen. It is fashioned from gold, best known and most storied of the world's precious metals. And those who manufacture quality nibs are recognized as among the most skilled craftsmen in the writing instrument industry. Our feature story in this issue traces the detailed, exacting steps in the manufacture of gold nibs for our new PFM pens (see pages 3, 4 and 5). The cover picture shows one of the most exciting of these steps, the melting of 24-kt. gold, silver and copper to form ingots of 14-kt. gold. The employee is Paul Lake of our Pen Point Department

From the editor's notebook

THE KIND OF PEOPLE WE ARE—Logan T. Johnston, president of the Armco Steel Corp., recently made a statement about the operation of his firm which has universal meaning. He said that "the people to whom we want to sell our products—our all-important customers—are not so much impressed by the size of our company as they are by the kind of people we are. More and more, I notice that customers are more eager to do business with people who have a good reputation—people with a reputation for fair dealing, a reputation for honesty of product, a reputation for faithfully carrying out their promises. Above all, because today's fast-moving industrial pace is based upon high volume of production and low margin of profit, customers prefer to buy from a company whose people are dependable. The stern, hard battle of competition grows hotter every year; it is now a world-wide battle. The men and women who will enjoy the most secure jobs will be those who have established the best reputation for dependability of product and service."

* * *

MEMORIES



This picture should provide a bit of nostalgia for employees who either sang with or listened to the Sheaffer men's chorus. It was taken 21 years ago—in 1939—and it is the more interesting because several of those shown are still employees. See how many you can recognize before reading the following identification:

Front row (left to right)—Ed Wright, M. T. Erdtsieck, Bernard Williams, Gordon Lane, Rollie Hensley, Ed Hutson, Kermit Laughlen, Carl Andres, Bernard Groene.

Middle Row (left to right)—Ed Peoples, Al Gibson, D. B. Early, Howard Frey, Jim Yeast, Sr., O. L. Spiess, Orest Murphy, Karl Stempel, Lyle Omdahl.

Back row (left to right)—Rosy Moore, Leon Lewis, George Doyle, Walter Guenther, Tony Foering, Jim Emerson, Dick Briggs, Joe Cullen, Fred Forring.

The Moral of Packard

THESE DAYS, there's a lot of pressure in the writing instrument industry to compromise quality for price. The past offers some pointed lessons concerning this temptation.

Packard cars provide one of these. Remember when Packard ruled the fine car roost—when, if you owned one, you were at the top of the prestige ladder? Now, Cadillac has assumed that position, while Packard has disappeared from the scene.

That's a dramatic switch. What happened? Well, Packard's downfall started during the depression years of the 30s when the company introduced its "120" series—a much cheaper series which retained almost the identical external appearance of the famed big Packard. The public image of Packard as the top "prestige car" began to fade. Cadillac overtook it in 1950, and the final end was not far off.

A quality image is hard to win, easy to lose. Com-

petitors are constantly trying to take it away, in the pen business and in every business. History shows that it can be a fateful error to make their job easy for them.

* * *

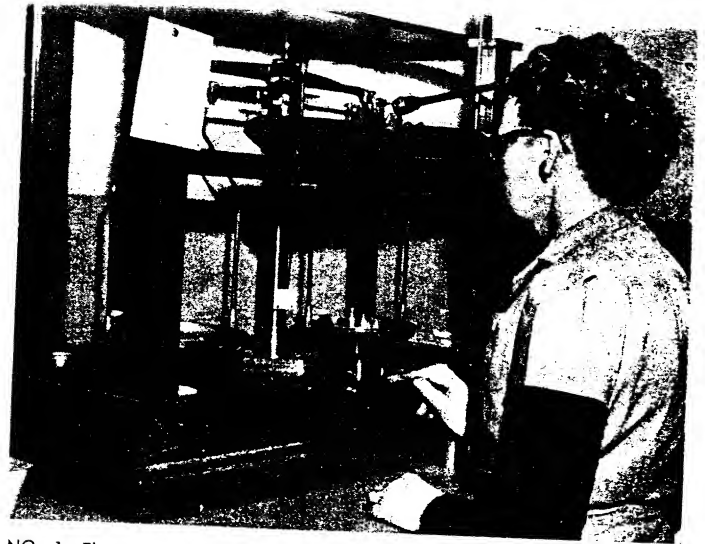
ARITHMETIC AND PROFITS—Remember when you started learning arithmetic in school? There were problems like this: "If a dealer buys a pen for \$10 and one day later sells it for \$15, how much profit did he make?" If we answered "\$5", the teacher smiled and said we were correct. But we weren't, really.

What we didn't learn from this simple arithmetic problem is that out of the difference between his cost and the selling price the businessman had to make numerous payments—rent, insurance, contributions to local charities, postage, electricity, taxes, advertising, wages to employees, etc.

What was left after bills like these had been paid was his profit. It's the same with any company, big or small.



NO. 2—When a quantity of gold leaves the vault for processing, a weigh slip is prepared by gold control clerk Florence Raines. It shows the amount of gold and the area of the Pen Point Department into which it is first being transferred. Each area has an account, much like a bank checking account. As gold moves through the manufacturing process, new slips are prepared to transfer it into the account of each successive area.



NO. 1—The raw materials for our gold nib are 24-kt. gold, copper and silver. The metals are carefully weighed to determine the proper quantities and then combined to form 14-kt. gold. The employee is Norma Rudd, who has charge of gold storage and handling.

The Gold Nib . . .

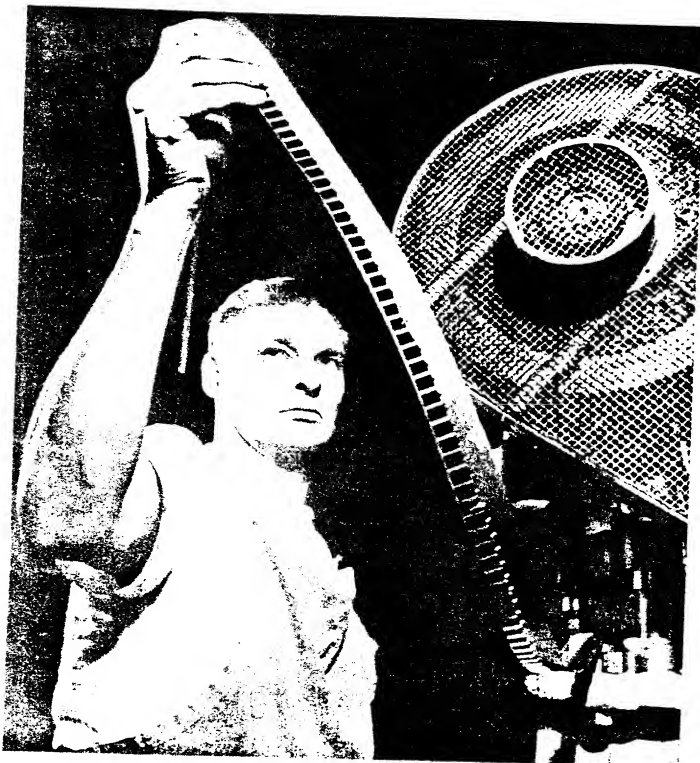
Heart of A Quality Fountain Pen

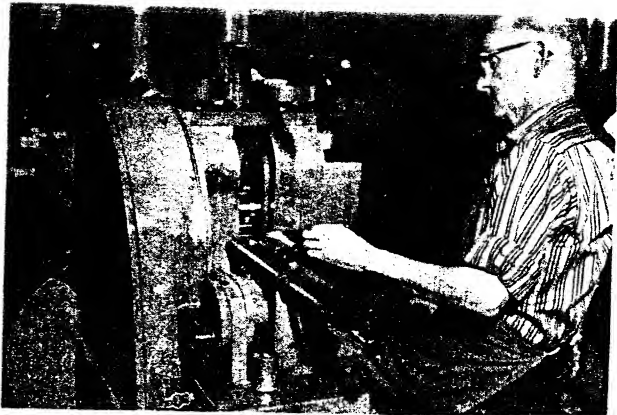
(More Pictures and Story on Pages 4 and 5)



NO. 4—The point first begins to take shape when blanks are punched from the thin strip of 14-kt. gold.

NO. 3—After specified amounts of 24-kt. gold, silver and copper have been melted and cast into ingots of 14-kt. gold (see cover picture), the ingots are put through a rolling mill to reduce them from a thickness of 1/2 inch to the normal working thickness of 1/20,000th of an inch. The employee is Paul Lake.



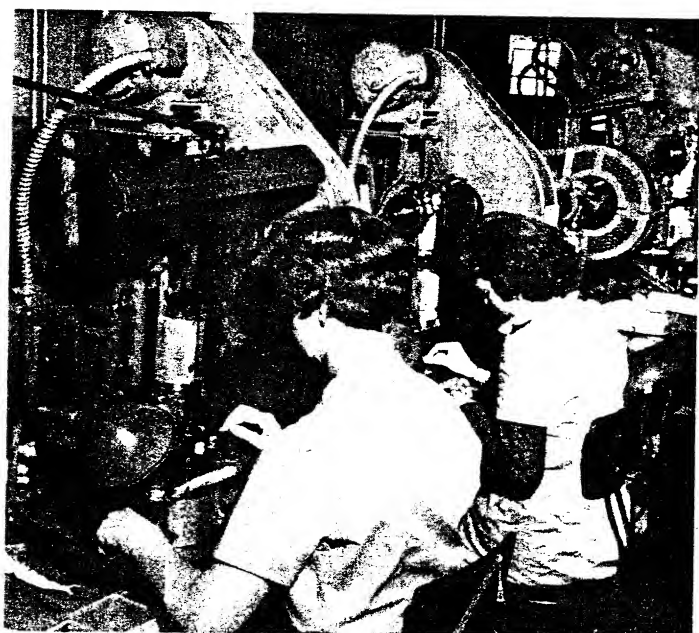


NO. 5—The blanks are form or taper rolled in this machine to create the flexibility that characterizes quality pen points. Shown is Bennie Muerhoff.

THE QUALITY of Sheaffer fountain pens is largely dependent upon the craftsmanship and precision which go into the manufacture of nibs, or points. These descendants of the bamboo tips, reeds and quills of ancient writing tools are the heart of a modern fountain pen. As much as any component, the nib determines what the writing performance will be.

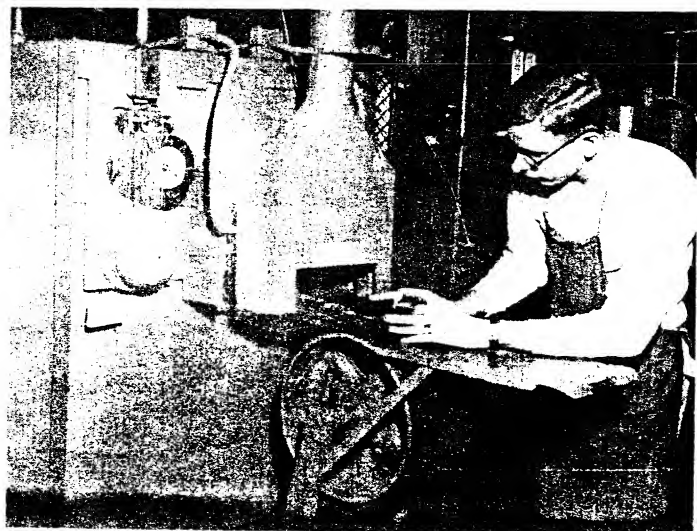
The creation of a top-quality nib is a detailed, exacting job, as the pictures on these pages illustrate. They trace the manufacture of nibs for our new PFM pens—as they are stamped from strips of gold, the best known of the world's precious metals, and ground to precise measurements comparable to the width of a human hair.

In this story lies one important reason why the PFM pen, and other Sheaffer writing instruments, are the finest in the world.



NO. 6—A series of initial manufacturing steps are performed on presses like these—including imprinting each blank with our company name, piercing it, punching out the center section. The employees are Amanda Ward (left) and Caroline Marsh.

NO. 7—The blanks are put through an electrically-controlled annealing furnace to soften the metal, which has a tendency to harden during the manufacturing process. Heat in the furnace ranges from 575 to 2,000 degrees farenheit. Operating the furnace is Warren Richardson.



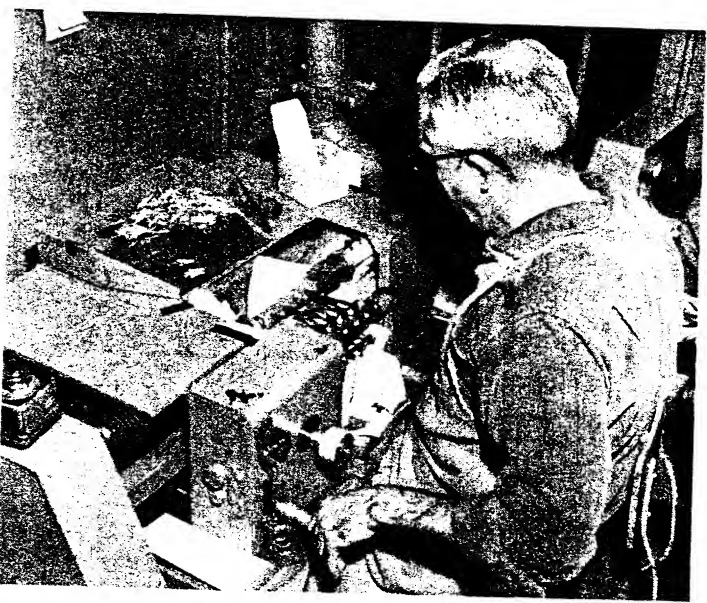
NO. 8—This 20-ton punch press raises the flat blank into the curved shape of a finished nib. The employee is Eileen Box.

NO. 13—Finished PFM pen points are sent to the Molding Department to be molded into gripping sections. After the units are returned to Pen Point, they are given a high polish by hand buffing. Shown are Clara Jameson (left) and Sandra Brockman.

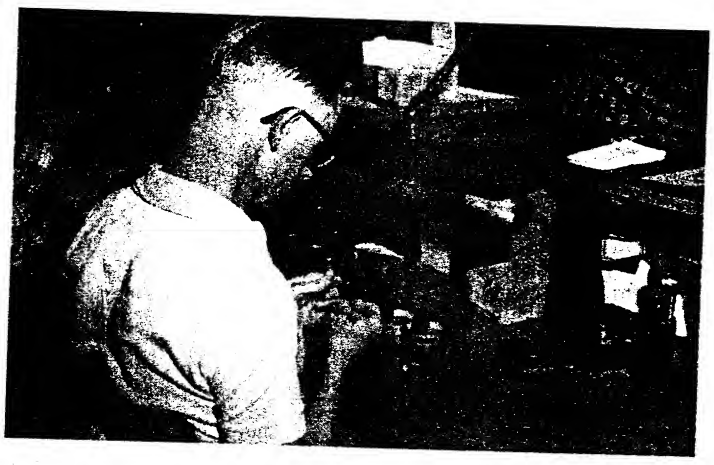


NO. 14—Each completed PFM writing unit is given a final inspection before it leaves Pen Point. The inspector is Mabel Edlen.

NO. 11—The grinding of nibs, once entirely a hand operation, is now done largely by precision machines, which shape and smooth them to within .003 of an inch. For special points, such as the stub and accountant points available for PFM pens, hand grinding is still performed. Shown is Ernie Bartlett.



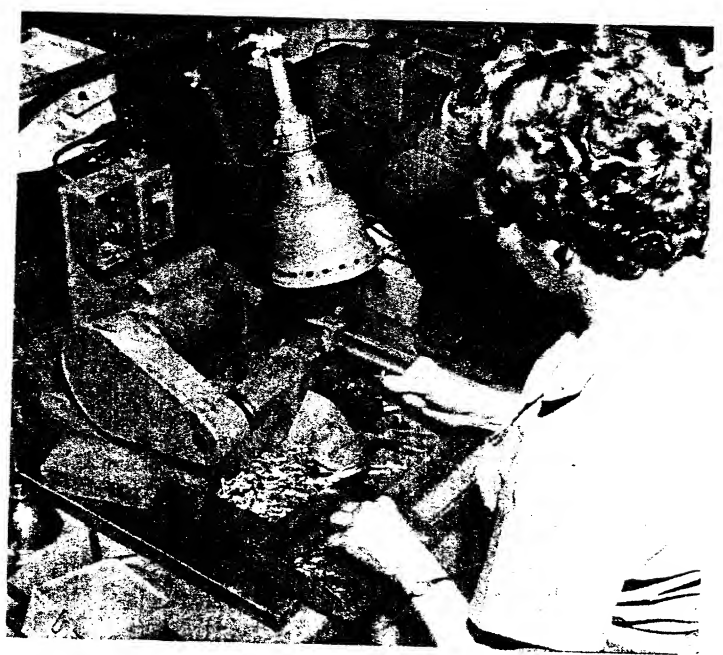
NO. 12—All nibs are carefully inspected to insure that specifications for shape, dimension, smoothness, grinding, slitting, etc. have been met. The inspector is Bernard Holterhaus.



NO. 9—An important step in the manufacture of a top-quality nib is fusing an alloy of osmium-ruthenium onto the tip. A part of the platinum group, these extremely hard metals have high resistance to the abrasive effects of paper and the corrosive elements present in all writing inks. Because of these special qualities, they cost \$110 an ounce. The employee is JoAnn Smith.



NO. 10—The tipping material and nib are slit with an abrasive, bonded rubber wheel .006 of an inch in diameter (a human hair is .002) and spinning at 14,000 revolutions per minute. The purpose of the slit is to carry writing fluid from the feed to the surface of the point. The employee is May Lynch.



Detex Award . . .

Al Hodges Cited For Actions During Last Year's Flood

Al Hodges, guard at our No. 2 plant in Fort Madison, last month received a \$10 award check from the Detex Watchclock Corp. for his actions in protecting plant property during last summer's flood. Al's award was based on a story submitted to Detex by the Public Relations Department. The story is reprinted below as it appeared in the Detex publication, "Tick Tocks."

"A flash flood caused by a 9½ inch downpour in less than two hours put Fort Madison, Iowa, in the national spotlight a few months ago. The story was covered in newspapers and on radio and television across the nation. And the community was declared a disaster area by Iowa's Governor Loveless.

"At 3 a.m., during the height of the storm, a Sheaffer Pen Co. Guard, Al Hodges, was making an hourly Detex Watchclock tour. He arrived at the boiler room of Sheaffer Pen's No. 2 plant just as the flood waters began to pour in. He immediately cut off all power to electrical equipment in the room, including the boilers, air compressors, etc., and notified proper company officials. Ultimately, the water level rose to three feet, covering much electrical equipment, but Al Hodges' quick thinking prevented electrical

short circuiting and the damage was held to a minimum. Repair required only dismantling, drying and re-assembling the flooded equipment.

"Hurrying from the Boiler Room, Guard Hodges waded through the flood waters to get across the street to one of the warehouses, where he found water running in under the doors. He hurriedly gathered some burlap bags which he filled with sand and packed against the doors. By the time he was through he was in water up to his knees. However, water outside of this building

reached a depth two feet above the floor inside. Because the level inside was held down, only the bottom merchandise on 4-inch pallets was damaged.

"The Guard's quick thinking in an emergency unquestionably kept the loss to an absolute minimum. This was particularly important from the company's standpoint, since loss from flood damage was not insured. As a company spokesman explained, "This was a hazard we never expected to happen in this area."



AL HODGES (right), receives his \$10 award check from Safety Director Chet Sloan.

Mel Hall is Top Sheaffer Coon Hunter



MEL HALL, Maintenance, has added considerable weight to the evidence that he is Sheaffer champion at the sport of coon hunting. Last season, Mel and his nimrod partners bagged the 205 coons displayed in the picture above-- all within a 40-mile radius of Fort Madison. Left to right are Jerome Kamp, Al Walljasper, Fred Hellman, Gene Hall and Mel. The canine corps includes (left to right) Joe, Hap, Jake and Jeff.

NEWS NOTES

Early in March, as the final weeks of bowling action began, Pen Point teams continued to lead in both the men's and women's leagues. Bob Consbrock had the high average, 179, the high series, 591, and the high game, 246, in men's action, while Lorena Wilcox topped the women with 182, 636, and 266. * * *

This year's advertising campaign for overseas markets was launched this month with full-page, four-color ads in the international edition of Life, the Pacific editions of Time and Newsweek, and the Arabic edition of Reader's Digest. * * *

John Azinger recently received an American Bowling Congress triplicate award for hitting three straight 142 games in league play. * * *

During a four-month period, ending February 29, 175 visitors were conducted on tours of our main plant. * * *

As a sidelight on coffee breaks, it was reported recently that employees consume 5,000 pounds of the brew in our main cafeteria each year. * * *

A new staining technique for the diagnosis of cancer has been developed which utilizes our Skrip writing fluid. Announced recently by Dr. Nuri Sagiroglu, research associate at the Cancer Institute, Miami, Fla., the new stain is prepared with both permanent blue-black and permanent red Skrip.

Bingo Party . . .

200 Employees and Guests Attend



PLATING Department employees planned the bingo party held last month in the Clubhouse. Committee members included (front row, left to right) Chester Robinson, Archie Adkins, Rosanna Kokjohn, Peryl Kress, Charles Bertshofer and Virgil Alton, and (back row, left to right) Gus Moeller, Art McDaniels, Leo Zumdomo, Herb Halferty, Walt Rippenkroeger and Harry Dusenberry. Charles Campbell, also a committee member, is not in the picture.



ABOUT 200 employees and guests attended the bingo party, and this was a typical scene as numbers were called off by committee members (background).

Vic Sharp, Repair Parts Foreman, is Among Feb. Retirees

Vic Sharp, foreman of the Repair Parts Department, is among the veteran employees who retired February 29. (Information on his retirement reached us too late to be included in the last issue). Vic joined the company in 1926, and has 34 years of service. "I expect to do some traveling," he says, "and to spend more time at my cottage in Michigan." The many new, automatic machines are the biggest change Vic has seen in our operations over the



years. He reports that his most interesting experience was setting up and supervising his own department.

March, 1960

The Question Box

QUESTION: "Which of these national issues would you rate as most important: (1) inflation; (2) tax reduction; (3) development of guided missiles?"

EDITH FROST, Service — Inflation. With a stationary or increased dollar value, tax reduction, or at least a "hold the line" policy, would be possible. And our guided missile program would without doubt proceed regardless.



DICK JACKS, Maintenance — Our missile strength must be strong, but even a small cut in taxes would be a big help to the average working person.

MILDRED SADDLER, Plastic Fab — Inflation. The purchasing power of a dollar loses its full value. If continued, this will soon lead to financial collapse.



LES BURFORD, Molding — Guided missiles. I feel that we should be prepared for any emergency. Therefore, I think we should have a stepped-up program in this field.

PEARL NICHOLS, Drafting — Development of guided missiles. We have to be prepared to defend our country.



BONNIE FRYREAR, Shipping — Inflation. If our economy isn't sound, tax reduction is impossible and we are less able to help underdeveloped nations, which is more to our vital interest than missiles.

W. A. SHEAFFER PEN COMPANY
 301 Avenue H
 Ft. Madison, Iowa
 Return Postage Guaranteed

Frank R. Loscher
 1323 Avenue D
 Ft. Madison, Iowa

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Bulk Rate
 U.S. POSTAGE
PAID
 Ft. Madison, Iowa
 PERMIT No. 12

Committee Plans Successful Company Dance



ABOUT 300 people, including employees and their guests, attended the all-company dance held last month at the Elks Club. The Marketing Division made all arrangements for the dance, and members of the committee were (left to right) Gary Hughes, Jim Pappas, John Gamble and John McMickle. Another member of the committee, Norris Easley, is not shown.



Ed Reavey



Jack Clark

Reavey, Clark Given Marketing Promotions

Two promotions within the Marketing Division last month made Ed Reavey manager of retail sales and Jack Clark manager of the north-central sales region. Ed has joined the corporate staff in Fort Madison and Jack is now based in our Chicago sales office.

Sheaffer Good Neighbors . . .

(Another in the series of sketches outlining the civic activities of employees.)

Jac Colvin, Marketing, has been particularly active in projects for young people. He is now treasurer of



Cub Scout Pack No. 65, and he has served as executive director of Junior Achievement, on the Youth Center board of directors and as a district scout official.

He is also a vice-president of Handicapped Help of North Lee County, a lay leader of St. Luke's Episcopal church and a member of the Rodeo operating committee. He has been a representative on the Fort Madison Council of Churches and chairman of the Southeast Iowa Episcopal men's group.

Jac says his hobbies include "keeping grass cut in summer and snow shoveled in winter." He has been an employee for five years. He and Mrs. Colvin (Molly) have three children, two girls and a boy.

Service Anniversaries

— 5 YEARS —

Bernard Bengtson
 Tool & Die Division
 Doris Krieger Accounting
 Esther Moline
 General Adm. Operating
 Eileen Wardlow Advertising

— 10 YEARS —

Jesteen Calhoun Occupancy-G
 John Myers Occupancy-G

— 15 YEARS —

Nellie Custer Production Control

— 20 YEARS —

Jack Judy Service
 Arthur McDaniel Plating

— 25 YEARS —

Roland Brannon Development
 Marie Britton Plastic Fab
 John Hughes Tool & Die Division
 John McCabe Purchasing
 Edward Sanders Molding

— 30 YEARS —



Leo Hoenig
 Plastic Fab

— 35 YEARS —



Bernard Holterhaus
 Pen Point



Roland Pechstein
 Plastic Fab



Francis Coleman
 Credit



Dale McCray
 Tool

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